

Message Text

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44

ACTION EUR-25

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TO SECSTATE 1282

INFO AMEMBASSY MOSCOW

AMCONSUL MUNICH

AMCONSUL KRAKOW

AMCONSUL POZNAN

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E.O. 11652: N/A

TAGS: PFOR, PL, US

SUBJECT: GIEREK VISIT: INTENSIVE MEDIA BUILD-UP FORESEEN

REF: A-264

1. POLISH PARTY, MEDIA, AND MFA OFFICIALS HAVE INFORMED US THAT AN INTENSIVE MEDIA BUILD-UP IS PLANNED BEFORE GIEREK'S VISIT TO THE U.S. FOR EXAMPLE, WE HAVE LEARNED THAT THE SATURDAY EVENING TELEVISION NEWS REVIEW, "MONITOR," PLANS A SPECIAL FEATURE ON THE U.S. EACH WEEK. ADDITIONALLY, CENTRAL COMMITTEE FOREIGN DEPARTMENT DIRECTOR RYSZARD FRELEK HAS REPORTEDLY ENJOINED POLISH MEDIA OFFICIALS TO INTENSIFY THEIR CONTACTS WITH AMERICAN MEDIA REPRESENTATIVES, AND WE ARE AWARE OF AT LEAST A TENTATIVELY FAVORABLE RESPONSE TO THE LOCAL AP CORRESPONDENTS REQUEST TO INTERVIEW GIEREK. FINALLY, WE HAVE RECEIVED FROM NEWSMEN AND EDITORS HERE NUMEROUS REQUESTS FOR INFORMATION, PHOTOGRAPHS, AND OTHER MATERIAL DEALING WITH THE U.S. AND THE AMERICAN SCENE. ALTHOUGH TO DATE WE SEE ONLY THE TENTATIVE BEGINNINGS OF SUCH A MEDIA BUILD-UP, THE FOREIGN EDITOR OF ONE OF THE MAJOR DAILIES HERE ASSURED US RECENTLY THAT THERE WILL SOON BE SO MUCH

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COVERAGE THAT THE U.S. WILL "LOOK LIKE ONE OF OUR SOCIALIST

BROTHERS".

2. THE PRESS HERE, AS PREVIOUSLY REPORTED, HAS IN RECENT MONTHS RATHER CONSISTENTLY ACCORDED RELATIVELY FAVORABLE TREATMENT TO THE U.S. WE HAVE NOTED, TO CITE ONLY A FEW EXAMPLES, EXTENSIVE AND POSITIVE COMMENTARY ON THE PRESIDENTIAL TRANSITION AND THE VICE PRESIDENT-DESIGNATE, AND UNUSUALLY OBJECTIVE DISCUSSION OF THE CURRENT RACIAL SCENE IN AMERICA, PROMINENT AND FAVORABLE TREATMENT OF THE JOINT TRADE COMMISSION SESSION AND RELATED COMMENTARY FORESEEING EVER-EXPANDING US-POLISH TRADE, AND A SERIES ON POLISH-AMERICAN ENTERPRISES AND POLISH GOVERNMENT TRADING COMPANIES IN THE U.S.

3. THIS DOES NOT MEAN THAT MEDIA PORTRAYAL OF U.S. POLITICS OR AMERICAN LIFE HAS BEEN WITHOUT NEGATIVE OVERTONES. THERE HAS BEEN AN APPARENTLY CONSCIOUS AVOIDANCE OF POLEMICS. FOR EXAMPLE, EVEN IN AREAS OF SHARP IDEOLOGICAL DIFFERENCE SUCH AS ON VIETNAM OR CHILE, THE CENTRAL PRESS HAS MADE ONLY MINIMAL ALLUSIONS TO THE U.S. A PROVINCIAL NEWSPAPER HERE DID CARRY A REPORT BASED ON WESTERN NEWS STORIES ABOUT THE DISCUSSION IN THE U.S. ON THE CIA'S PURPORTED ROLE IN CHILE. HOWEVER, POSSIBLY THE MOST NOTABLE EXCEPTION TO THE GENERAL AVOIDANCE OF CRITICISM OF THE U.S., REPORTED IN REFRAH, ALSO APPEARED ONLY IN A SPECIAL-INTEREST PUBLICATION AND WAS IN ANY CASE, BASED UPON AMERICAN SOURCES.

4. IT IS ALSO WORTH NOTING THAT REMARKABLE CARE HAS BEEN SHOWN IN THE TREATMENT OF AMERICAN LEADERS AND PROMINENT PERSONS. THOUGH WATERGATE AND AMERICAN LEADERS AND PROMINENT PERSONS. THOUGH WATERGATE AND PRESIDENT NIXON'S RESIGNATION AND SUBSEQUENT PARDON HAVE BEEN DULY REPORTED, FOR EXAMPLE, THE BROAD AND OFTEN CONTROVERSIAL DISCUSSION FOUND IN THE AMERICAN AND WESTERN MEDIA HAS BEEN DECIDEDLY ABSENT HERE.

DAVIES

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